

WFSB-TV 10/15-10/21

MARKET: Hartford/New Haven
TARGET DEMO: ADULTS 35+
CLIENT: Friends of Chris Murphy

SCHEDULE DATES:
OF WEEKS or FLIGHTS IN SCHEDULE: 1
REMARKS:

DATE: 10-Oct-12
FILE: TVPW

STATION		DAY(S)	TIME PERIOD	D/P	PROGRAM	RATE	TAR CPP	RTG	# SPOTS	AVG CPP	TOT GRPs	TOT COST	TAR RATE	TOT TAR COST
												WEEKLY TOTALS:		
												SCHEDULE TOTALS:	457.8	\$ 90,800.00
													457.8	\$ 90,800.00
WFSB	M-F	430-5A	M	News		325.00		1.8	5	\$160.56	9.0	\$1,625.00		
WFSB	M-F	5-530A	M	News		500.00		2.9	5	\$172.41	14.5	\$2,500.00		
WFSB	M-F	530-6A	M	News		800.00		4.6	5	\$173.91	23.0	\$4,000.00		
WFSB	M-F	6-630	M	News		1,200.00		4.8	5	\$250.00	24.0	\$6,000.00		
WFSB	M-F	630-7	M	News		1,200.00		5.6	5	\$214.29	28.0	\$6,000.00		
WFSB	M-F	7-8A	E	Early Show		300.00		3.5	8	\$65.71	28.0	\$2,400.00		
WFSB	SAT	6-7A	E	News		375.00		3.2	1	\$117.19	3.2	\$375.00		
WFSB	SAT	7-9	E	News		500.00		3.6	1	\$138.89	3.6	\$500.00		
WFSB	SUN	6-7	L	News		375.00		3.2	1	\$117.19	3.2	\$375.00		
WFSB	SUN	7-9	M	News		500.00		3.5	2	\$142.86	7.0	\$1,000.00		
WFSB	SUN	9-1030	M	CBS Sunday Morning		1,100.00		5.5	2	\$200.00	11.0	\$2,200.00		
WFSB	SUN	1030-1130	M	Face the Nation		400.00		2.5	1	\$160.00	2.5	\$400.00		
WFSB	M-F	9-10A	M	Rolls and Kelly		500.00		2.9	5	\$172.41	14.5	\$2,500.00		
WFSB	M-F	10-11A	M	Lets Make a Deal		175.00		2.5	5	\$20.00	12.5	\$875.00		
WFSB	M-F	11-12P	M	Price is Right		750.00		3.0	5	\$250.00	15.0	\$3,750.00		
WFSB	M-F	12-1230	M	Noon News		300.00		4.2	5	\$143.43	21.0	\$1,500.00		
WFSB	M-F	1230-2P	E	Soaps		250.00		2.6	5	\$96.15	13.0	\$1,250.00		
WFSB	M-F	2-3P	M	The Talk		175.00		1.7	5	\$102.94	8.5	\$875.00		
WFSB	M-F	3-4P	E	Better CT		200.00		1.8	5	\$111.11	9.0	\$1,000.00		
WFSB	M-F	4-5P	E	Dr. Oz		400.00		1.2	5	\$333.33	6.0	\$2,000.00		
WFSB	M-F	5-530P	L	News		1,800.00		6.8	5	\$284.71	34.0	\$9,000.00		
WFSB	M-F	530-6P	-	News		1,800.00		7.2	5	\$250.00	36.0	\$9,000.00		
WFSB	M-F	6-630	-	News		2,100.00		7.4	5	\$283.78	37.0	\$10,500.00		
WFSB	SAT	6-630	-	News		700.00		3.1	-	\$225.81	0.0	\$0.00		
WFSB	M-F	7-730P	-	Inside Edition		725.00		5.0	5	\$145.00	25.0	\$3,625.00		
WFSB	M-F	730-8	-	Entertainment Tonight		650.00		4.4	5	\$147.73	22.0	\$3,250.00		
WFSB	SAT	330-7	-	NCAA football		150.00		1.0	2	\$150.00	2.0	\$300.00		
WFSB	M-F	1134P-1235	-	Latterman		300.00		2.0	5	\$150.00	10.0	\$1,500.00		
WFSB	M-Sa	11-1135P	-	11 p News		1,900.00		4.9	3	\$387.76	14.7	\$5,700.00		
WFSB	Fri	8-9P	-	CSI NY		1,600.00		5.4	1	\$296.30	5.4	\$1,900.00		
WFSB	Sat	8-9P	-	CSI		1,200.00		2.0	1	\$600.00	2.0	\$1,200.00		
WFSB	SUN	1P	-	NFL		2,000.00		6.6	2	\$503.03	13.2	\$4,000.00		
													457.8	\$90,800.00
													\$198.34	\$0.00

REPORT PREPARED BY: Message and Media
CONFIDENTIAL

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 498225 /		<u>Alt Order #</u>
<u>Product</u> October 15-October 21, 2012		
<u>Contract Dates</u> 10/15/12 - 10/21/12	<u>Estimate #</u>	
<u>Advertiser</u> Friends Of Chris Murphy		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WFSB	<u>Account Executive</u> House- National	<u>Sales Office</u> House-National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Message & Media Inc
Attention: Leah Casterlin
100 Albany Street, Suite 200B
New Brunswick, NJ 08901
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	10/15/12	10/19/12	430A EYEWITNESS NEWS	430-5A		:30			NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$325.00			
2	WFSB	10/15/12	10/19/12	Eyewitness News	5am - 5:30am		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$500.00			
3	WFSB	10/15/12	10/19/12	Eyewitness News	5:30a - 6am		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$800.00			
4	WFSB	10/15/12	10/19/12	Eyewitness News	6am - 6:30am		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$1,200.00			
5	WFSB	10/15/12	10/19/12	Eyewitness News	6:30am - 7am		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$1,200.00			
6	WFSB	10/15/12	10/19/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				8	\$300.00			
7	WFSB	10/20/12	10/20/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$375.00			
8	WFSB	10/20/12	10/20/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$500.00			
9	WFSB	10/21/12	10/21/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$375.00			
10	WFSB	10/21/12	10/21/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$500.00			
11	WFSB	10/21/12	10/21/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 498225 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/15/12 - 10/21/12	<u>Product</u> October 15-October 21,	<u>Estimate #</u>
<u>Advertiser</u> Friends Of Chris Murphy		<u>Original Date / Revision</u> 10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				2	\$1,100.00			
12	WFSB	10/21/12	10/21/12	Face the Nation/ Face the St	10:30am - 11:30am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$400.00			
13	WFSB	10/15/12	10/19/12	9am-10am	9am - 10am		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				4	\$500.00			
14	WFSB	10/15/12	10/19/12	10am-11am	10am - 11am		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$175.00			
15	WFSB	10/15/12	10/19/12	11a-12p Price is Right	11am - 12pm		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$750.00			
16	WFSB	10/15/12	10/19/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				1	\$325.00			
17	WFSB	10/15/12	10/19/12	M-F CBS Soaps	1230-2p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$300.00			
18	WFSB	10/15/12	10/19/12	M-F The Talk	2-3p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$200.00			
19	WFSB	10/15/12	10/19/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$200.00			
20	WFSB	10/15/12	10/19/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$400.00			
21	WFSB	10/15/12	10/19/12	Eyewitness News	5pm - 5:30pm		:30			NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$1,800.00			
22	WFSB	10/15/12	10/19/12	Eyewitness News	5:30pm - 6pm		:30			NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$1,800.00			
23	WFSB	10/15/12	10/19/12	Eyewitness News	6pm - 6:30pm		:30			NM	5	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$2,100.00			
24	WFSB	10/15/12	10/19/12	Inside Edition	7pm - 7:30pm		:30			NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$725.00			
25	WFSB	10/15/12	10/19/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$725.00			
26	WFSB	10/20/12	10/20/12	NCAA Football Reg. Season	11:00am - 7:00pm		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				2	\$150.00			
27	WFSB	10/15/12	10/19/12	Late Night with David Letterm	11:35pm - 12:37am		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$300.00			

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<u>Contract / Revision</u> 498225 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/15/12 - 10/21/12	<u>Product</u> October 15-October 21,	<u>Estimate #</u>
<u>Advertiser</u> Friends Of Chris Murphy		<u>Original Date / Revision</u> 10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
28	WFSB	10/21/12	10/21/12	NFL Regular Season	1:00pm - 7:00pm		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				2	\$2,000.00			
29	WFSB	10/15/12	10/15/12	HIMYM/Partners	8pm - 9pm		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$2,600.00			
30	WFSB	10/16/12	10/16/12	Presidential Debate	9pm-11pm		:30			NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$6,500.00			
31	WFSB	10/16/12	10/16/12	NCIS	8pm-9pm		:30			NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$3,300.00			
32	WFSB	10/17/12	10/17/12	Criminal Minds	9pm - 10pm		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$2,600.00			
33	WFSB	10/17/12	10/17/12	CSI	10pm - 11pm		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$2,200.00			
34	WFSB	10/18/12	10/18/12	Big Bang/2.5 Men	8pm - 9pm		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$2,600.00			
35	WFSB	10/18/12	10/18/12	Person of Interest	9pm - 10pm		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$3,000.00			
36	WFSB	10/19/12	10/19/12	Blue Bloods	10pm - 11pm		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$3,000.00			
37	WFSB	10/20/12	10/20/12	48 Hours	10pm - 11pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,200.00			
38	WFSB	10/21/12	10/21/12	Delayed 60 Minutes	730-830p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$4,000.00			
39	WFSB	10/21/12	10/21/12	Amazing Race	830-930p		:30			NM	1	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$3,100.00			
40	WFSB	10/21/12	10/21/12	Delayed The Good Wife	930-1030p		:30			NM	1	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$3,100.00			
N 41	WFSB	10/16/12	10/20/12	Eyewitness News	11PM - 11:35PM		:30			NM	3	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				3	\$1,900.00			
N 42	WFSB	10/19/12	10/19/12	CSI:NY	8pm - 9pm		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,600.00			
N 43	WFSB	10/20/12	10/20/12	CSI	8pm - 9pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,200.00			
Totals											126	\$126,575.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u>	<u>Alt Order #</u>
498225 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 10/21/12	October 15-October 21,	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Friends Of Chris Murphy	10/12/12 / 10/12/12

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>
10/01/12 - 10/21/12	126	\$126,575.00	\$107,588.75
Totals	126	\$126,575.00	\$107,588.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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